

Website
Transformation
Workshop

“Book Clients and Sell Products Online”

by Christina Hills

**Checklist for business owner to automate
online booking and the sales process**



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Introduction

There are so many ways to make money online! But because there is simply so much information out there, most people do not even know where to start.

But the truth is, the basic flow of online selling stays pretty much the same, and once you understand that, it becomes so much easier to start selling your products and services, and even start exploring more ways to utilize your website to make money!

This document first covers the basics of online selling, and then introduces you to different website setups for online selling, ways to easily book clients online, and various programs that let you make money by selling other people's services and products.

Online selling is not just a cut and dry way to make money; it can be a very creative process, too. Hope this will help you get inspired to come up with your own creative ways to make money online.

To your success,

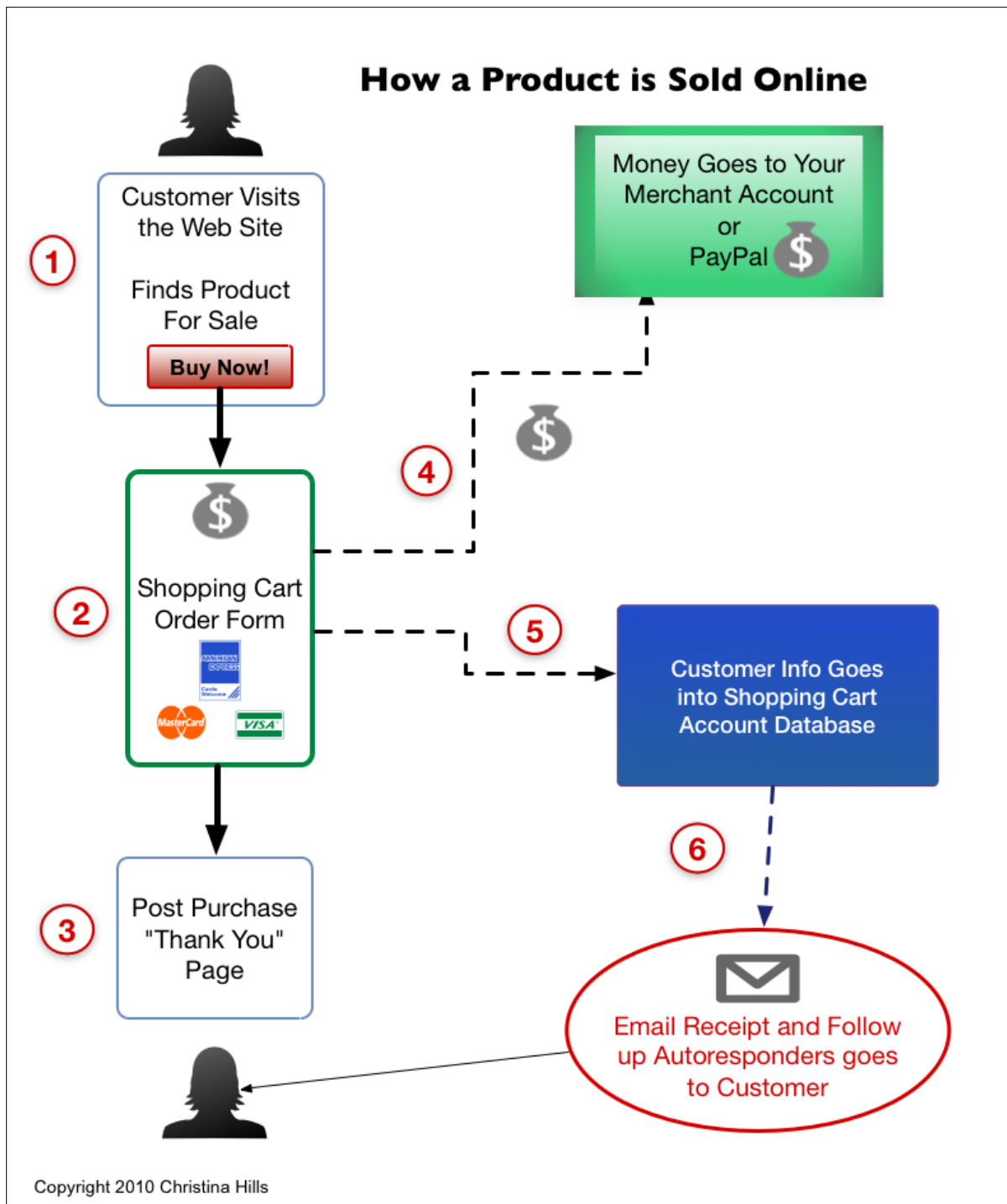
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General Overview of the Online Buying Process



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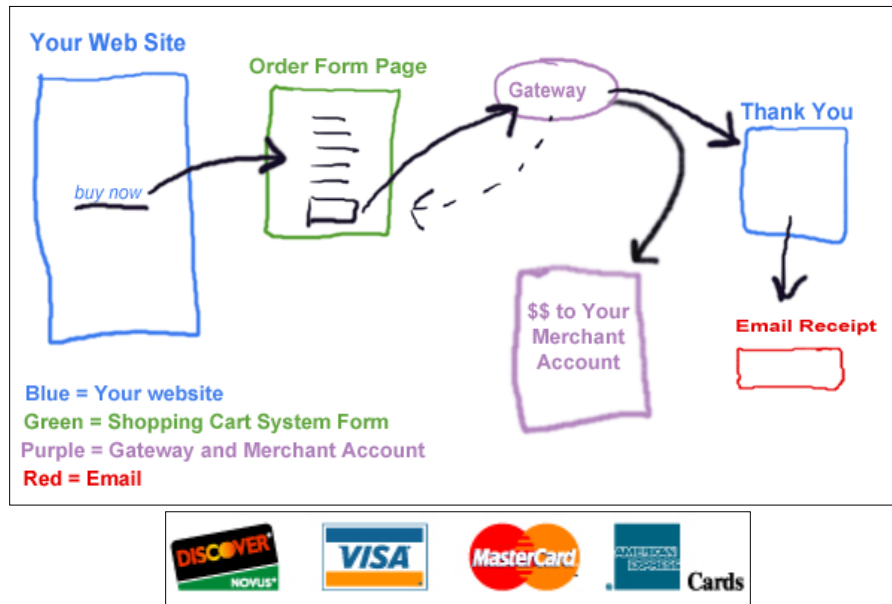
General Overview of the Buying Process/How a Product is Sold Online

Check off each item as you have it.

- Your Web Page:** Your page on your website where you display your product(s) for sale.
- Final Secure Order Form:** The secure shopping cart order form where the customer enters their credit card info and makes the purchase. (This could be a PayPal Page)
- "Thank You" Page:** The "Thank You" page is the web page the customer lands on after they have submitted their order and it has gone through successfully. This can be a system generated document from your shopping cart, or a page on your own website. You can put anything you want on this page. You could do upsells on this page, you could simply tell them what's going to happen next, or this could be the entrance to an online membership area where the customer would select their username and password.
- Merchant Account (or PayPal):** The funds from the customer sweep into your merchant account or into PayPal.
- Your Shopping Cart/Email Marketing System:** This is the database (Contact Management System) that you use to sell and/or send out your email autoresponders. This should be a separate system from WordPress.
- Email Receipt**
- Follow up to Customer:** System generated message that goes to the customer with order information. (No private credit card data is sent via email.)

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... and How You Get the Money



Check off each item as you have it.

- Your Web Site:** Your website or blog where you sell your products or services
- Secure Order Form/Shopping Cart System:** A monthly service that has secure servers that can safely collect customer data and credit card information. (As well as Autoresponders and an affiliate program)
- Gateway:** The “middle man” that takes the credit card data and authorizes it, returning an authorization code back to the shopping cart system.
- Merchant Account:** The “bank” account where the money from the customer is deposited into. From there it is automatically moved into your regular checking account a few days later.
- Thank You Page:** The “Thank You” page is the web page the customer lands on after they have submitted their order and it has gone through successfully. This can be a system generated document from your shopping cart, or a document page on your own web servers.
- Email Receipt to Customer:** System generated message that goes to the customer with order information. (No private credit card data is sent via email.) This is NOT your Autoresponder.

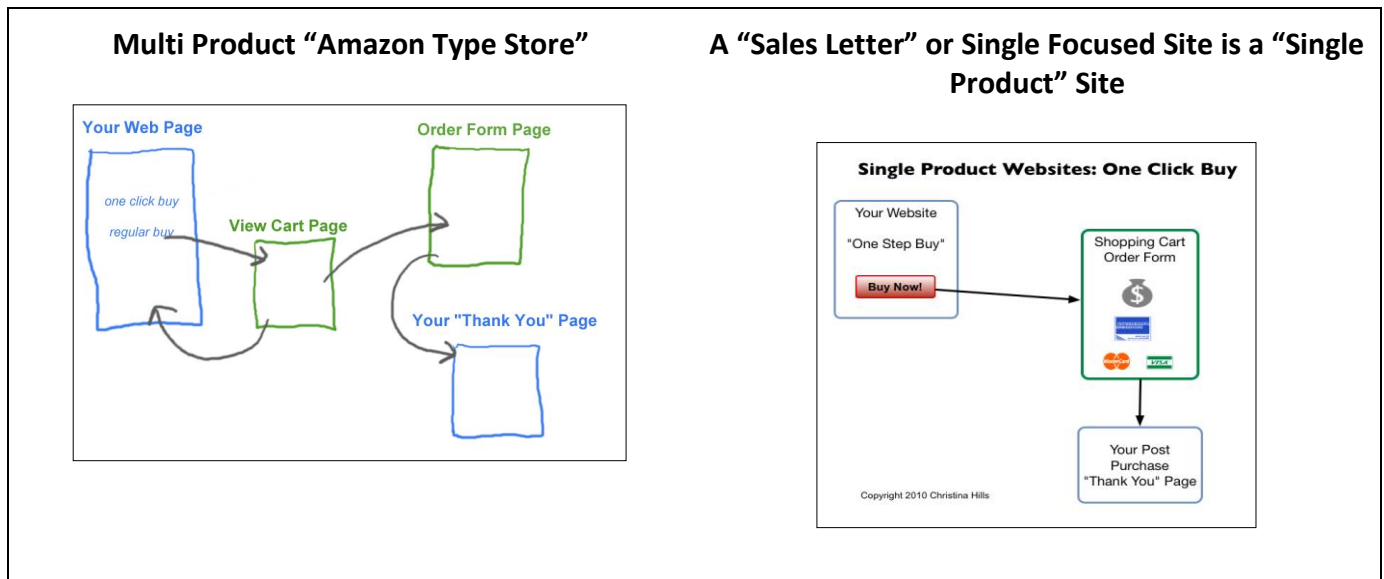
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"Multi Product" Buying Process

A multi product site is: A site that's a "store" where the customer can "keep shopping" to buy multiple items. On a multi-product site, you send the customer to the shopping cart basket (the "View Cart" page). This would be similar to an "Amazon" type of store. You, the merchant, want the customer to keep adding products to their shopping cart basket.

"Single Product" Buying Process

A single product site is: A site that essentially sells one product. You, the merchant, want the customer to buy only one thing at a time. This could be a bundled package that includes many items, or it could be a site that sells a "standard" and a "deluxe" version of the same offer. On a single product site you send the customer straight to the order form. Single product websites go straight to the order form because there is no reason to make the customer go through that extra click to the "View Cart" page. Just send them straight to the Order form.



If you only sell one product, don't take your customers to the shopping cart basket page. Take them straight to the order form.

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BOOK CLIENTS AND SELL PRODUCTS ONLINE CHECKLIST

Online selling process

- Understand the process of how a product is sold online.
- Understand flow of money in online selling and all the parties/services involved.
- Understand the differences between selling single product and selling multiple products (store).

Website for online selling

- Decide what type of website you need to sell your product(s)/service(s):
 - Multi Product Store
 - Single products
 - Consulting/Coaching

Tools for online selling

- Review what type of product(s)/service(s) you want to sell online to determine the best tool to use:
 - Physical products
 - Digital products
 - Consulting
 - Donations

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- Based on the above, decide on the tool(s) you will be using.

Booking Clients Online

- Review your current online booking process and determine which parts can be automated.
- List up the functions you want in an online booking tool:
 - Free vs. requiring payment when booking.
 - Synchronization with your work calendar.
 - Automated email reminders for you and your clients.
 - Automated text messages to you and your clients.
 - Integration with other business tools.
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Adding ANY Shopping Cart Button to WordPress

- Understand how to add a shopping cart/PayPal button to your website page/post/widget.

Amazon Associates Program (Optional)

- Signed up for the Amazon Associate Program.

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- In Amazon, search for products you'd like to sell.
- Added the code provided by Amazon to your website
- Create Amazon aStore and added that to your website. (optional)

Affiliate Marketing (Optional)

- Search for affiliate programs that are a good match for your business and sign up as their affiliate.
- Add the affiliate code/banners to your website
- Promote their products and services via emails marketing and social media.

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Resources

1ShoppingCart/Marketers Choice

<http://www.marketerschoiceonline.com/>



PayPal

<https://www.paypal.com>



WooCommerce

<http://www.woothemes.com/woocommerce/>



Easy Digital Downloads

<https://easydigitaldownloads.com/>



Give Plugin

<http://www.christinasresources.com/give-plugin/>



Timetrade

<http://www.timetrade.com/>



Acuity Scheduling

<https://acuityscheduling.com/>



Calendly

<https://calendly.com/>



vCita

<http://www.vcita.com/>



Coaches Console

<http://coachesconsole.com/>



Amazon Associates Program

<https://affiliate-program.amazon.com/>

